

ABSTRACT

The development of technology and information in the 4.0 era greatly facilitates all activities, especially in buying and selling which can be done online. This buying and selling trend is increasingly developing, one of which is tiktokshop live streaming. The use of tiktokshop live streaming can trigger consumers to take impulsive buying actions. The purpose of this study is to analyse the factors that influence impulsive buying behaviour towards tiktokshop live streaming with the S-O-R (Stimulus-Organism-Response) framework.

The research was conducted using quantitative methods using primary data through questionnaires. The research population is generation Z Muslims in Semarang City who have purchased products in tiktokshop live streaming by obtaining 120 respondents. Testing in this research analysis using SmartPLS 3.2.9 using the Structural Equation Modelling Partial Least Square (SEM-PLS) analysis method.

The results showed that the stimulus factor, namely interaction, discount vouchers, flash sale, product prices, had a positive and significant effect on the perception of the convenience of live streaming tiktokshop generation Z Muslims in Semarang City. The variable that is the organism, namely the perception of the convenience of tiktokshop live streaming, has a positive and significant effect on impulsive buying behaviour in generation Z Muslims in Semarang City, which is the response in this study.

Keywords: tiktok, tiktokshop live streaming, impulse buying, Stimulus Organism Response

